

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

FEB 1 - 1965

CURRENT SERIAL RECORDS

USDA'S REPORT TO CONSUMERS

UNITED STATES DEPARTMENT OF AGRICULTURE · OFFICE OF INFORMATION · WASHINGTON, D.C. 20250

January 1965

No. 14

USDA To Strengthen Several Consumer Services. The U.S. Department of Agriculture plans to increase the effectiveness of some of its consumer services, and at the same time make a sizeable budgetary saving. It will reorganize consumer protection and food program services into one agency, close 20 small research stations, and consolidate or discontinue other research work. A savings of \$5 million is expected in fiscal 1966 alone.

The Consumer and Marketing Service will be created to perform services now carried out by the Agricultural Marketing Service, as well as related programs from other agencies. One of the immediate effects will be to combine meat inspection services, now provided by the Agricultural Research Service, with the poultry inspection now performed by AMS. Interested persons may submit comments on the reorganization proposal until February 1.

To Provide Safe Milk In A Nuclear Emergency. Although there's no danger of radioactive fallout in the milk supply now or in the foreseeable future, a health-protection system is being perfected which can be trucked anywhere to remove a major proportion of radioactive contaminants from fluid milk. There would be no detectable loss of flavor, and no significant reduction in nutritional value. The pilot plant is now being constructed under a contract supported jointly by the U.S. Department of Agriculture, and the U.S. Department of Health, Education, and Welfare.

What Will You Eat In 1965? Well, for one thing Americans are expected to set a new national record as beefeaters, U.S. Department of Agriculture economists say. In 1964 they ate a record 100 pounds of beef--an increase of 6 percent over 1963. And more's in store in 1965. They're also expected to eat more veal and turkey, but less pork, animal fats, and lamb. Americans actually ate 173 pounds (carcass weight) of meat in 1964. But they aren't the world's biggest meat eaters, however. In 1963 (the last year for which world figures were available) New Zealanders set the record with 240 pounds. Next was Australia with 219; Argentina, 216; Uruguay, 203; then the United States with 169.



USDA To Study What Americans Eat. The most comprehensive nationwide study ever made of American eating habits will be started by the U.S. Department of Agriculture in the spring. The results can be of major significance in helping all Americans to have nutritionally adequate diets for good health. No nationwide survey of foods individuals eat has ever been made. USDA made its last survey on a household basis in 1955. Results will be made available to many public and private agencies, the food industry, educators, and interested individuals.

By determining how nutritionally adequate American diets are, the study can help in consumer education. It can help guide farm and food policies, as well as economic and marketing research on the demand for agricultural products. It will help in visualizing the potential of new foods and food processes, in developing new and improved uses for surplus foods, and in research designed to lower processing and distribution costs.

USDA Served More Consumers In More Ways in 1964. Important progress in better living for all Americans was made by the U.S. Department of Agriculture in 1964, year-end reports show. Already, several of the products and techniques developed by USDA in 1964 are beginning to make revolutionary changes in the food and clothing industries. The major milestones in food research include three fruit and vegetable processing techniques--explosion-puffing, foam-mat drying, and freeze-drying. They mean more convenience, fresher taste, and lower processing costs. More than a dozen new food products were developed, as reported throughout the year in SERVICE.

Other Research Gains. Equally revolutionary in the clothing industry are the USDA-developed stretch cottons, a flameproofing process, and a treatment which lets homemakers machine-wash wool without danger of shrinking it. In plants? An exciting breakthrough in use of light and chemical growth retardants lets you control height and blooming time. Insect pests? Major gains in biological control, such as traps and insect sterilization, are steps to reduce dependency on pesticides. Marketing research for better products at lower prices made news in 1964: perfecting controlled atmosphere storage to extend the season you can buy fresh apples and cherries; developing treatments to prevent decay in numerous fruits and vegetables.

More Protection and Services. Other important 1964 gains in the more than 50 consumer-interest areas which USDA serves: increased consumer protection through meat and poultry inspection; improved means of detecting and eradicating animal diseases which can increase consumer food costs and even cause human illnesses. More meat, and poultry graded by USDA in 1964 to help consumers judge quality. The National School Lunch Program extended to provide more children with nutritious hot lunches. The Food Stamp Program geared up to give more Americans adequate diets. Immediate USDA response with emergency foods when natural disasters or unemployment left Americans in want. Savings of at least \$1.5 million annually for rural electric consumers through continued rate reductions on lines financed by loans from USDA. More rural telephones through USDA loans.

Recreation and Conservation Gains. Increased emphasis given to expanding the recreational facilities for Americans--in National Forests, in small watershed projects, and on farm lands not needed for crop production. New consumer products from forests resources; increased attention to long-range forest management on public and private lands. Development of promising ways to help conserve U.S. water supply--even to reuse of farm waste water by "washing" the water itself. Increase in consultative services in soil and water conservation for urban planning, sewage disposal, and recreation development. Increased emphasis on rural community renaissance; loans for water systems, recreation, and rural senior citizen housing. Statistical and economic studies to determine trends and preferences for marketing and product improvement.

Consumer Information. Publication of the Consumer's Guide to USDA Services, summarizing for the first time USDA's many consumer services and safeguards, and listing the more than 200 consumer-service publications available. For a copy of Consumer's Guide to USDA Services (MP 959), send post card to Office of Information, U.S. Department of Agriculture, Washington, D.C., 20250.

NEW PRODUCTS

High-Protein Rice Flour "In The Mill." A new "deep milling" process, which U.S. Department of Agriculture research scientists are developing, may provide not one but TWO important new products for consumers--a high-protein rice flour, and a whiter rice. The high-protein rice flour could be an important new market for rice as an ingredient in baby foods and for special diets for all ages since rice is generally considered easily digested and non-allergenic. Because it contains as much as 20 percent protein, the flour holds real promise for use in countries where there's a lack of protein, particularly in children's diets.

The Cereal You Can Write On. That's right, cereal grains such as corn, wheat, and oats may someday be used to make better paper. U.S. Department of Agriculture chemists have found that use of a cereal derivative in paper manufacture increases the paper's resistance to water.

SMART SHOPPER

Give Your Budget A Lift. If holiday spending shot holes in your budget, then here's good news. Eggs are plentiful and especially good buys right now. Because they contain high-quality protein, they're good buys health-wise, too. Three eggs will provide one-third of a day's protein as well as other important nutrients. And they're easy to use in main dishes as well as for lunch or breakfast. Look for the USDA grade shield on the carton or on the carton sealing tape when you buy. It tells you the quality.

It Pays To Keep Plentiful Foods In Mind. It's both quality-wise and dollar-smart to consider foods on the U.S. Department of Agriculture monthly Plentiful Foods list when you shop. The February list includes red tart cherries, apples, canned ripe olives, prunes, eggs, broiler-fryers, and split peas.

EQUIPMENT

Home vs Self-Service Laundry Costs. Ever wonder whether it's cheaper to do the laundry at home or to take it to a self-service laundry? If you do 5 or more loads a week, it's definitely cheaper at home, U.S. Department of Agriculture family economists report. If you have less than 5 loads, it may be cheaper to go to the nearby self-service laundry. The final answer depends on transportation cost. Here's how it figures: cost per load at home is about 73 cents a load if you do 3 loads a week; 55 cents if you do 5; and 45 cents a load for 8 loads. Cost in a self-service laundry is about 57 cents a load. Add on transportation to get the final comparison. Of course, convenience is an important point to consider.

RECREATION

The Helpful Men In Green Parkas. If you've visited the National Forests in the summer and met the friendly U.S. Department of Agriculture Forest Rangers, you may not know they have winter counterparts--the Snow Rangers. The job of the men in the green parkas and black ski pants is to be sure everything is safe for skiers. They check the slopes for safety, start slides before they build up into destructive avalanches, post signs to keep people off closed slopes until danger is past, and see that the lifts and other facilities are operated for the safety of the public. Lets you ski with the confidence that all's well--somebody's looking out for you.

PROGRAM AIDS

What Shoppers Should Know. To help you shop for poultry more knowingly, a new U.S. Department of Agriculture color movie tells how poultry is inspected by USDA for wholesomeness and graded for quality. It shows the progress the American poultry industry has made to bring consumers poultry easy to serve and reasonable in price. Ideal for programs, the 27 1/2 minute, 16 mm. movie "Something to Crow About" is available on loan from film libraries at your State Land Grant College. Or inquire from Motion Picture Service, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

NEW PUBLICATIONS

Planning A Bathroom Installation? If there's a new or remodeled bathroom in your future plans, you'll find helpful information in a new publication by U.S. Department of Agriculture housing specialists. It brings you up to date on new finishes, fixtures, and materials--plus arrangements that provide maximum convenience. For a single copy of "Planning Bathrooms For Today's Homes (HG-99)", send post card to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

SERVICE is a monthly newsletter of consumer interest. It is designed for those who report to the individual consumer, rather than for mass distribution. For information about items in this issue, write Editor, SERVICE, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250